

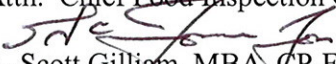


Mitchell E. Daniels, Jr.
Governor

Gregory N. Larkin, M.D., F.A.A.F.P.
State Health Commissioner

DATE: October 31, 2011

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: 
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Rite Aid Recall

SUGGESTED

ACTION: Unclassified Recall; Recall of approximately 85,000 tins of butter cookies distributed by Rite Aid under the Rich Fields brand name because of the possibility of contamination with *Bacillus cereus*; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled was distributed in the State of Indiana. This recall affects only 12 oz. tins featuring either a decorative castle or christmas designs and sold exclusively in Rite Aid stores. Affected products can be identified by the UPC codes 01249596519 and 88411804619 located directly beneath the bar code on the bottom of each tin. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-7360.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Rite Aid Voluntarily Recalls 12 oz. Tins of Rich Fields Butter Cookies

Contact:
Consumer:
1-800-RITE-AID

Media:
Susan Henderson
717-730-7766
skhenderson@riteaid.com

FOR IMMEDIATE RELEASE - October 29, 2011 - Camp Hill, PA – Working in consultation with the United States Food and Drug Administration, Rite Aid has initiated a voluntary chainwide recall of approximately 85,000 tins of butter cookies distributed by Rite Aid under the Rich Fields brand name because of the possibility of contamination with *Bacillus cereus*. This microorganism may cause diarrhea, nausea and/or vomiting; however, the possibility of serious adverse health consequences is remote.

This recall affects only 12 oz. tins featuring either a decorative castle or Christmas designs and sold exclusively in Rite Aid stores. Affected products can be identified by the UPC codes 01249596519 and 88411804619 located directly beneath the bar code on the bottom of each tin. No other Rich Fields or Rite Aid brand products are affected by this voluntary recall.

The recall was initiated after the company conducted quality testing on the affected product because of an uncharacteristic odor. Customers should not eat the cookies and can return them to any Rite Aid store for a full refund. Information regarding the recall is available online at www.RiteAid.com¹ or by calling 1-800-RITE-AID Monday through Friday from 8 a.m. to 8 p.m. EST and Saturday from 9:30 to 6 p.m. EST.

Rite Aid also is contacting customers who purchased the affected products using their **wellness+** loyalty card in order to inform them of the recall.

Rite Aid Corporation is one of the nation's leading drugstore chains with approximately 4,700 stores in 31 states and the District of Columbia.

###

[RSS Feed for FDA Recalls Information](#)² [[what's this?](#)³]

[Photo: Product Labels](#)⁴